

2012 EXECUTIVE FORUM

April 12, 2012

The 2012 Executive Forum will be held August 8-10 at the National Geospatial-Intelligence Agency, 3200 South Second Street, St. Louis, MO 63118. This year's theme is "Leadership: The Continuing Journey of Vision, Discovery, Perseverance."

A recent Executive Order, dated November 9, 2011, required agencies to place more emphasis on conducting business and hosting or sponsoring conferences in space controlled by the federal government. In the spirit of this "cost-effective" initiative, the Greater St. Louis Federal Executive Board has decided to conduct the forum in St. Louis, MO at the National Geospatial-Intelligence Agency.

Attached are the agenda, registration form and directions to NGA. The forum will provide an interactive leadership development experience coupled with an opportunity to network with senior federal government leaders from the Greater St. Louis and the Greater Kansas City Federal Executive Boards. Attendees may be credited with 16 hours of leadership development training.

Our forum begins with Professor Jackson Nickerson, Ph.D., from Washington University of St. Louis. As the Associate Dean and Director of Brookings Executive Education, Professor Nickerson will present specific techniques and ideas for approaching and leading through austerity.

The forum will conclude with retired U.S. Army Sergeant First Class Dana Bowman parachuting onto the NGA parade grounds and presenting his techniques of how he overcame personal adversity under the most challenging circumstances.

Because of the new venue, the list below includes information and/or practices that will apply to all of us:

1. NGA is a secure complex. The forum will be conducted in a secured building. Hence, no cell phones, blackberrys, laptops, cameras, etc., are allowed in the building. They must be left in vehicles and attendees will be allowed to move freely between the building and their vehicles to access email and voice messaging.
2. Smoking is restricted to designated areas. A map showing the smoking location will be provided in the welcome package.
3. Name tags must be turned in at the end of each day and will be reissued the next day.
4. Uncleared visitors must have a valid U.S. federal or state-issued photo ID to enter the complex.
5. Guests will not be allowed to attend the forum sessions; however, if they are a United States citizen, they can attend the Wednesday networking social. Uncleared visitors must have a valid U.S. federal or state-issued photo ID to enter the complex.
6. Hotel reservations must be made by attendee. On the registration form, there are links to the three Drury Inns we have set aside for this event. We have decreased the registration fee to accommodate this change.

The registration deadline is Friday, July 6. We are excited about this change in location and hope you enjoy the change of scenery. On behalf of the planning committee, we look forward to seeing you August 8-10 in St. Louis.

Sincerely,

Marilyn Iverson
Chair
2012 Executive Forum

The Greater St. Louis Federal Executive Board
&
The Greater Kansas City Federal Executive Board

Presents

LEADERSHIP

THE CONTINUING JOURNEY

Vision, Discovery, Perseverance

August 8-10, 2012

National Geospatial Intelligence Agency
3200 South Second Street
St. Louis, MO 63118

AGENDA

This forum constitutes 16 hours of leadership development training.

Wednesday, August 8, 2012

1:00 p.m.-1:15 p.m.

Welcome—Bill McDonald
Chair, Greater St. Louis Federal Executive Board

Entrance of National Colors—
Joint Service Color Guard
United States Transportation Command

National Anthem and Pledge of Allegiance—
Jan Alberts
National Geospatial Intelligence Agency

Goals and Objectives—Marilyn Iverson
Chair, 2012 Executive Forum

1:15 p.m.-4:30 p.m.
(including break)

Jackson Nickerson, Ph.D.
Leading through Austerity

With the current GAO directive of reducing budgets in the coming years, how can federal agencies respond to the

ongoing budget crisis, while simultaneously delivering on, and sometimes expanding, their mission? Through a conversation on “Leading through Austerity”, participants of this session will learn to reframe cost cutting in terms of innovation.

This reframing provides new insight on how to respond to the challenges of attracting and retaining key talent, maintaining morale, enabling embracing change, and continuing to deliver on the obligated missions.

While the topic is expansive, specific tips will be offered on what to adopt as a new management approach to leading through austerity.

Professor Nickerson is the Frahm Family Professor of Organization and Strategy at the Olin Business School at Washington University in St. Louis. His research on strategy, organization, innovation, and leading change, which can be found in the leading academic journals, has twice won the Olin Award Recognizing Research That Transforms Business. His recent book on Leading Change in a Web 2.1 World provides new insights on how to accelerate organizational change in the 21st century. An award winning teacher, Nickerson is the associate dean and director of Brookings Executive Education, a director of the publicly listed company CleanTech Biofuels, and a director of nformd.net

4:30 p.m.-6:00 p.m.

Networking Social
Commander's Home
NGA Museum

Thursday, August 9, 2012

8:00 a.m.-10:00 a.m.

Joseph Marshall III
Lewis and Clark and the Art of Perseverance

young and
woman,
half years
members.
leadership

The Lewis & Clark expedition provides today's leaders with a remarkable story of people who mapped out the future of a

growing country. The commanders, with some thirty men, a

and a baby, would travel more than 8,000 miles in two and a

with their survival depended on the talents of the expedition

The expedition provides a natural and dramatic platform for

study, particularly on ways a team can work successfully in an unpredictable environment.

Joseph Marshall III was born and raised on the Rosebud Sioux Indian Reservation in South Dakota. Because he was raised in a traditional native household by his maternal grandparents, his first language is Lakota. In that environment, he learned the ancient tradition of oral storytelling.

Marshall taught at the high school and university levels and developed curriculum as well. Now he writes full time, having published ten nonfiction works, three novels, a collection of short stories and essays, a children's book, and was contributing author in five other publications; and has written several screenplays. Several of his books have been published in French, Hebrew, Korean, Japanese, German, Italian, Chinese, Romanian, Portuguese, Spanish, and Bulgarian.

One of his most treasured and meaningful experiences is that he is one of the founders of Sinte Gleska University (1971) on the Rosebud Sioux Indian Reservation. He is one of the charter board members.

10:00 a.m.-10:15 a.m.

Break

10:15 a.m.-11:15 a.m.

Discovering Untapped Potential with Veterans
Department of Veterans Affairs (invited)

The Department of Veterans Affairs is dedicated to helping homeless veterans and veterans at risk of homelessness secure and maintain employment leading to increased residential and personal stability. Learn about how to achieve a win-win situation by hiring a veteran and reaching your hiring goals.

11:15 a.m.-12 noon

Lunch

12 noon.-2:00 p.m.

Generations through Time
Federal Bureau of Investigation

generation has

productive

respect

Each

diversity of

We have five generations in the workplace and every unique traits that they bring to work. In order to get along, be and avoid conflict, we need to respect and understand all the generations. Treating each generation with understanding and is the first step in positive relationships between generations. generation has a lot to offer and when we work together, the the generations makes for a much more productive workplace.

2:00 p.m.-2:15 p.m.

Break

2:15 p.m.-4:30 p.m.
(including break)

Linda Nash
How to Create a More Resilient Organization

resiliency and

Times of austerity and other "curveballs" of life test our resolve. In this fun and interactive workshop you will revisit your vision, rethink the fundamentals, and discover creative, but practical, solutions to help you adapt more quickly and bounce back faster, better, and

higher. Assess both your individual and organizational
resiliency levels
and gain specific strategies to help you avoid the “seven steps
to
stagnation,” make something out of nothing (yes you can), and
persevere while enjoying it all. You will leave with a new sense
of
direction and a toolbox for creating a more agile, focused, and
self-
assured organization. There is an eye to the storm and
resilience is the
key to being there.

Linda Nash has gained an international reputation as a leading expert on change management, resiliency, and human resource development. She has guided both small and multi-national organizations through the chaos of change and transformation. Her clients attest that her programs, consulting, and coaching have helped them focus on the “right” issues, bounce back from challenges, and move forward with greater control, confidence, and courage.

For five years, she served as an adjunct professor in the ILR School at Cornell University in New York and she currently teaches in the graduate management program at Webster University in St. Louis.

Friday, August 10, 2012

8:00 a.m.-10:00 a.m.

Dana Bowman
Overcoming Personal Adversity under the Most Challenging
Circumstances

Gather outside to witness Bowman parachuting onto the NGA parade grounds; then he will speak about his experience after his accident and the challenges he has faced over the years.

Dana Bowman is a retired Sergeant First Class with the U.S. Army where he was a Special Forces soldier and a member of the U.S. Army's elite parachute team, the Golden Knights. Bowman is a double amputee. He lost his legs in an accident during the annual Golden Knights training in Yuma, Arizona, in 1994. On February 6, 1994, Bowman gained worldwide attention when he and his teammate Sgt. Jose Aguilon collided in midair during the team's annual training.

Nine months later, he turned this tragedy into a triumph when he became the first double amputee to re-enlist in the United States Army. Bowman re-enlisted in the United States Army airborne style, skydiving with his commander into the ceremony, making his dream a reality. This achievement is just one example of Bowman's many successes under adverse circumstances.

Bowman retired from the United States Army in 1996. He received his bachelor of science degree in commercial aviation at the University of North Dakota in May 2000.

10:00 a.m.-10:15 a.m.

Break

10:15 a.m.-11:15 a.m.

Director Letitia Long (invited)
NGA as it Moves Through the 21st Century

Letitia Long was appointed director of the National Geospatial-Intelligence Agency on August 9, 2010.

Prior to her appointment, Long served as deputy director of the Defense Intelligence Agency from May 2006 until July 2010. Previously, she was the Deputy Under Secretary of Defense for Intelligence (Policy, Requirements, and Resources) from June 2003 until May 2006. She served as the deputy director of Naval Intelligence from July 2000 to June 2003 and as the director of Central Intelligence's Executive Director for Intelligence Community Affairs from January 1998 to June 2000, where she was responsible for community-wide policy formulation, resource planning, and program assessment and evaluation.

She entered civilian federal service with the U.S. Navy in 1978 as a project engineer in training with the David Taylor Research Center. Upon completion of her degree in 1982, she continued with the David Taylor Research Center for six years, working on various submarine acoustic sensor programs. In 1988, Long joined the Office of the Director of Naval Intelligence where she managed Intelligence Research and Development programs.

11:15 a.m.-11:30 a.m.

Wrap Up and Adjourn

2012 EXECUTIVE FORUM

REGISTRATION FORM

August 8-10, 2012

NAME: _____

FIRST

LAST

(Please print clearly or type your name as it will appear on your name tag.)

AGENCY: _____

ADDRESS: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

(The FEB will provide an email confirmation to all individuals registered.)

SPECIAL NEEDS (hearing impaired, diet): _____

(Special needs must be received by Friday, July 20.)

Social Security Number (for clearance on NGA secure complex): _____

REGISTRATION FEE: \$425 per participant, by the Friday, July 6 (deadline), which includes August 8 networking social (heavy hors d'oeuvres and cash bar); lunch on August 8 and August 9; all forum materials and break refreshments. After the Friday, July 6, deadline, registration fee will be \$500 per participant.

METHODS OF PAYMENT:

() Purchase Order

() SF 182

() DD 1556

() Check/Money Order (payable to Federal Executive Board) (All returned checks will be subject to a \$30 service fee to be paid by money order or cashier check.)

() VISA () MASTERCARD CARD # _____

Three-digit number on back of card _____

Expiration Date: _____ Signature: _____

Phone number of credit card holder: _____

Billing address and zip code of credit card number: _____

(The above credit card information is critical for you to share with us, as we are trying to lower our expense when using the credit card process. Please be absolutely certain this information is clear, current and correct.)

MAIL TO: Federal Executive Board
1222 Spruce Street, Room 2.202C
St. Louis, MO 63103

OR FAX TO: (314) 539-6314

OR EMAIL TO: lynn.schulte@gsa.gov

Payment is non-refundable and cancellations cannot be accepted. Substitutions may be made until Friday, July 20, by calling the FEB staff office at (314) 539-6312. No on-site registration.

(continued on page 2)

REGISTRATION FORM
(continued)

Because of the location change, please make note of the following—

1. Hotel reservations must be made by the attendee. We have reserved rooms at three Drury Inn locations. Please follow these links to make your reservation. Any questions concerning these three Drury Inns should be made to the appropriate hotel.

For Drury Plaza Hotel at the Arch:

<http://www.druryhotels.com/Reservations.aspx?groupno=2143343>

For Drury Inn and Suites St. Louis Forest Park:

<http://www.druryhotels.com/Reservations.aspx?groupno=2143339>

For Drury Inn Union Station:

<http://www.druryhotels.com/Reservations.aspx?groupno=2143332>

2. The National Geospatial-Intelligence Agency is a secure complex. The forum will be conducted in a secured building. No cell phones, blackberrys, laptops, cameras, etc. are allowed in the building. They must be left in your vehicle during the forum. Attendees will be allowed to move freely between the building and their vehicles to access email and voice messaging.
3. Smoking is restricted to designated areas. A map showing the smoking location will be provided in the welcome package.
4. Name tags must be turned in at the end of each day and will be reissued the next day.
5. Uncleared visitors must have a valid U.S. federal or state-issued photo ID to enter the complex.
6. We suggest you wear layered clothing to ensure comfort.

Will you stay for the Wednesday, August 8, networking social? YES___ NO___

Will you bring a guest to the networking social? Cost is \$30. YES___ NO___

Guest(s) name: _____

Social Security Number (for clearance on NGA secure complex): _____

____ Enclosed is my check in the amount of \$_____ for my guest(s) to attend the networking social. Make check payable to Federal Executive Board. (All returned checks will be subject to a \$30 service fee to be paid by money order or cashier check.)

It is important that we know these networking social attendance numbers. Uncleared visitors must have a valid U.S. federal or state-issued photo ID to enter the complex.

Signature Date: _____

2012 EXECUTIVE FORUM

DIRECTIONS

National Geospatial-Intelligence Agency
3200 South Second Street
St. Louis, MO 63118

NGA is located around Hwy. 55 and Arsenal Street. Once you are at Hwy. 55 and Arsenal, go east. Travel through the Anheuser-Busch complex, pass Broadway, and continue east to Second Street. Turn right. Lyons Park will be on your right. The NGA entrance is half way down the block on the left.

CONFERENCE REGISTRATION

The forum will start at 1 p.m. Once you are at NGA, it would be wise to stay for the day. You will be able to pick up your registration packet at Building 1 after noon on August 8. We will have lunch available for everyone on August 8.

DRESS

Dress is business casual with most participants wearing slacks and sports shirts or blouses. We suggest you wear layered clothing to ensure comfort.

RECREATION

1. St. Louis Cardinals versus San Francisco Giants baseball game on Wednesday, August 8, 7:15 p.m. www.cardinals.com or 314-345-9000
2. The King and I at the Municipal Opera on Wednesday, August 8, and Thursday, August 9, 8:15 p.m. www.muny.org or 314-534-1111
3. Lantern Festival: Art by Day, Magic by Night Exhibit at the Missouri Botanical Garden, through August 19. www.mobot.org or 314-577-5100
4. To the Arctic and Space Junk, two OMNIMAX films at the St. Louis Science Center, www.slsc.org or 314-289-4400 or (800) 456-SLSC

We planned the networking social from 4:30 to 6 p.m. on Wednesday, August 8, so attendees can take advantage of St. Louis activities. Go to www.explorestlouis.com for additional activities.